

Rep Order# 9839399 Ver# 3 Mod# 1 Status Confirmed

Traffic Order# 1392055

Last Received: 10/11/2012 1:33 PM

1 of 2

Showing Buylines: All Lines

Station WZLX-TV NASHVILLE, TN
Advertiser () POLITICAL ISSUE GROU
Product TENN SENATE REP
Estimate#
Buyer ANDREA MASSAR
Phone#
Fax#

Agency () STRATEGIC MEDIA SERVICES
3299 K STREET NW, SUITE 200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/04/2012 - 10/16/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

--- CONTRACT COMMENT ---

TENNESSEE SENATE REPUBLICAN CAUCUS *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TH-F,M	8A-9A	TN MORNINGS	:30	\$140.00	OCT11-OCT15	2	1	2	\$280.00	
	2	TU	11A-1130A	FEUD	:30	\$125.00	OCT16-OCT16	1	1	1	\$125.00	
	3	M	1130A-12P	JEOPARDY	:30	\$125.00	OCT15-OCT15	1	1	1	\$125.00	
	4	TH-F,M	6P-630P	2.5 MEN	:30	\$425.00	OCT11-OCT15	4	1	4	\$1,700.00	
	5	TH-F,M	630P-7P	2.5 MEN MADE-GOOD BY LINE 131	:30	\$475.00	OCT11-OCT15	1	1	1	\$475.00	
	13	F	530P-6P	KING OF HILL MKGD FOR SPOTS MISSED ON LN #5, 10/11 1/2(WK)	:30	\$275.00	OCT12-OCT12	1	1	1	\$275.00	
	6	F	9P-10P	LATE NEWS	:30	\$400.00	OCT12-OCT12	3	1	3	\$1,200.00	
	7	F	10P-1030P	LATE NEWS ENCORE	:30	\$150.00	OCT12-OCT12	2	1	2	\$300.00	
	8	TH	7P-8P	X FACTOR MADE-GOOD BY LINE 141	:30	\$1,100.00	OCT11-OCT11	0	0	0	\$0.00	
	14	SU	3P-630P	NFL MKGD FOR SPOTS MISSED ON LN #8, 10/11 1/2(WK)	:30	\$1,100.00	OCT14-OCT14	1	1	1	\$1,100.00	

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2 of 2

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Station WZTV-TV NASHVILLE, TN
Advertiser () POLITICAL ISSUE GROU
Product TENN SENATE REP.
Estimate#
Buyer ANDREA MASSAR
Phone#
Fax#

Agency () STRATEGIC MEDIA SERVICES
3299 K STREET NW, SUITE 200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/04/2012 - 10/16/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	SA	930P-1030P	NEWS	:30	\$300.00	OCT13-OCT13	1	1	1	\$300.00	
	10	SU	1030P-1130P	NEWS	:30	\$425.00	OCT14-OCT14	1	1	1	\$425.00	
	11	F	7P-8P	X FACTOR	:30	\$475.00	OCT12-OCT12	1	1	1	\$475.00	
	12	F	5P-530P	SIMPSONS	:30	\$200.00	OCT12-OCT12	1	1	1	\$200.00	

---REPORT TOTALS---

Report Totals. 20 / \$6,980.00

---SALES MONTHLY TOTALS---

OCT 12. 20 / \$6,980.00

Sales Totals. 20 / \$6,980.00

Station Totals. 20 / \$6,980.00

Lines not sent/rcld/term. 0 / \$0.00

---COMPETITIVE---

Market Totals \$58,167

CABL 0% UNKN 0% WKRN 21% WRNB 0% WNTX 0%
WSMV 30% WTVF 37% WUXP 0% WZTV 12%

Books null
Demos RA35*

PAC



WZTV Nashville
631 Mainstream Dr
Nashville, TN 37228

Strategic Media Services
3289 K Street NW
Ste 200
Washington, DC 20007

Contract # 1392055

Schedule Dates: 10/12/12-10/16/12
Advertiser: Tennessee Senate Republican Caucus (74591)
Agency: Strategic Media Services (8287)
Product: POLITICAL ISSUE (ns) (1187)
Brand: TENN SENATE REP (479726)
Salesperson: Millennium/DC, Washington DC (1108)
Sales Office: Millennium Washington DC
Buyer Name: MASSAR, ANDREA
Phone/Fax: /
CPE: N/A
Account Types: National/Political Issue Agency BRD
Billing Type: Standard
Comments: TENN SENATE REP, TENNESSEE SENATE REPUBLICAN CAUCUS, JONATHAN VITTI, 202.955.5342

Date Entered: 10/11/12
Last Modified: 10/11/12
Entered By: Kelly Williams
CO-OP: No
Headline #: ECR09839399
Demo: W35+R
Order Type: Normal
Package Deal
Commission %: 15.00
Commission: \$1,047.00
Net Total: \$5,933.00
Sales Tax

Nashville (WZTV)		
By Broadcast Month	Spots	Rate
Oct. 2012	20	\$6,980.00
Grand Total:	20	\$6,980.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (3)	10/12/12-10/15/12	2	:30	8A- 9A (CST)	1	1				1			2	\$140.00	\$280.00	Nashville (WZTV)		10/11/12
2.0	Normal Line / SPOT (2)	10/16/12-10/16/12	2	:30	11A- Family Feud B	1		1						1	\$125.00	\$125.00	Nashville (WZTV)		10/11/12
3.0	Normal Line / SPOT (3)	10/15/12-10/15/12	2	:30	11:30A- Jeopardy 2	1								1	\$125.00	\$125.00	Nashville (WZTV)		10/11/12
4.0	Normal Line / SPOT (4)	10/12/12-10/12/12	2	:30	5:58P- Two And A Half Men	2					2			2	\$425.00	\$850.00	Nashville (WZTV)		10/11/12
5.0	Normal Line / News (6)	10/12/12-10/12/12	2	:30	9:01P- News Fox 17 News at 9pm	3					3			3	\$400.00	\$1,200.00	Nashville (WZTV)		10/11/12
6.0	Normal Line / News (7)	10/12/12-10/12/12	2	:30	10P- News Fox 17 News at 10pm	2					2			2	\$150.00	\$300.00	Nashville (WZTV)		10/11/12
7.0	Normal Line / News (9)	10/13/12-10/13/12	2	:30	9:30P- News Fox 17 News Saturday	1						1		1	\$300.00	\$300.00	Nashville (WZTV)		10/11/12
8.0	Normal Line / News (10)	10/14/12-10/14/12	2	:30	10:30P- News Fox 17 News Late Run (Weekend)	1						1		1	\$425.00	\$425.00	Nashville (WZTV)		10/11/12
9.0	Normal Line / SPOT (4)	10/15/12-10/15/12	2	:30	5:58P- Two And A Half Men	2								2	\$425.00	\$850.00	Nashville (WZTV)		10/11/12
10.0	Normal Line / SPOT	10/12/12-10/12/12	2	:30	3P- The Simpsons	1						1		1	\$200.00	\$200.00	Nashville (WZTV)		10/11/12
11.0	Normal Line / Football (8)	10/14/12-10/14/12	2	:30	3P- Sports-Fox NFL Game 2	1						1		1	\$1,100.00	\$1,100.00	Nashville (WZTV)		10/11/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: _____ Date: _____
Accepted-Station: _____ Date: _____
Comments: _____



WZTV Nashville
631 Mainstream Dr
Nashville, TN 37228

Strategic Media Services
3299 K Street NW
Ste 200
Washington, DC 20007

Contract # 1392055

Schedule Dates 10/12/12-10/16/12
Advertiser Tennessee Senate Republican Caucus (74591)
Agency Strategic Media Services (8287)
Product POLITICAL ISSUE (ns) (1187)
Brand TENN SENATE REP (479726)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name MASSAR, ANDREA
Phone/Fax /
CPE N/A
Account Types National/Political Issue Agency BRD
Billing Type Standard
Comments TENN SENATE REP
TENNESSEE SENATE REPUBLICAN CAUCUS
JONATHAN VITTI 202.955.5342

Date Entered 10/11/12
Last Modified 10/11/12
Entered By Kelly Williams
CO-OP No
Headline # ECR09839399
Demo W35HR
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,047.00
Net Total \$5,933.00
Sales Tax

Nashville (WZTV)
By Broadcast Month
Oct. 2012 Spots 20 Rate \$5,980.00
Grand Total: 20 \$5,980.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / SPOT (5)	10/12/12-10/12/12	2	:30	6:28P- Two And A Half Men	1					1			1	\$475.00	\$475.00	Nashville (WZTV)		10/11/12
13.0	Normal Line / SPOT	10/12/12-10/12/12	2	:30	5:28P- King of the Hill	1					1			1	\$275.00	\$275.00	Nashville (WZTV)		10/11/12
14.0	Normal Line / Prime Premium	10/12/12-10/12/12	2	:30	6:59P- FOX-X Factor (Friday)	1					1			1	\$475.00	\$475.00	Nashville (WZTV)		10/11/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: _____ Date: _____
Accepted-Station: _____ Date: _____
Comments: _____

Rep Order# 9839423 Ver# 3 Mod# 1 Status Confirmed

Traffic Order# 1392061

Last Received: 10/11/2012 4:18 PM

1 of 2

Showing Buylines: All Lines

Station WZLW-TV NASHVILLE, TN
Advertiser () POLITICAL ISSUE GROU
Product TENN SENATE REP.
Estimate#
Buyer ANDREA MASSAR
Phone#
Fax#

Agency () STRATEGIC MEDIA SERVICES
3299 K STREET NW, SUITE 200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/17/2012 - 10/23/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

--- CONTRACT COMMENT ---

TENNESSEE SENATE REPUBLICAN CAUCUS *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F,M-TU	11A-1130A	FEUD	:30	\$125.00	OCT17-OCT23	2	1	2	\$250.00	
	2	W-F,M-TU	1130A-12P	JEOPARDY	:30	\$125.00	OCT17-OCT23	2	1	2	\$250.00	
	3	W-F,M-TU	6P-630P	2.5 MEN	:30	\$425.00	OCT17-OCT23	5	1	5	\$2,125.00	
	4	W-F,M-TU	630P-7P	2.5 MEN	:30	\$475.00	OCT17-OCT23	3	1	3	\$1,425.00	
	5	W	9P-10P	NEWS	:30	\$400.00	OCT17-OCT17	2	1	2	\$800.00	
	6	F	1030P-1130P	NEWS	:30	\$400.00	OCT19-OCT19	1	1	1	\$400.00	
	7	W	10P-1030P	NEWS	:30	\$150.00	OCT17-OCT17	1	1	1	\$150.00	
	8	TU	10P-1030P	NEWS	:30	\$150.00	OCT23-OCT23	1	1	1	\$150.00	
	9	W	7P-9P	X FACTOR	:30	\$1,500.00	OCT17-OCT17	1	1	1	\$1,500.00	
	10	SA	930P-1030P	NEWS	:30	\$300.00	OCT20-OCT20	1	1	1	\$300.00	
	11	SU	8A-9A	FOX NEWS SUNDAY	:30	\$50.00	OCT21-OCT21	1	1	1	\$50.00	
	12	SU	9P-10P	NEWS	:30	\$425.00	OCT21-OCT21	1	1	1	\$425.00	

Rep Order# 9839423 Ver# 3 Mod# 1 Status Confirmed

Traffic Order# 1392061

Last Received: 10/11/2012 1:44 PM

Showing Buylines: All Lines

Station WZTV-TV NASHVILLE, TN
Advertiser () POLITICAL ISSUE GROU
Product TENN SENATE REP
Estimate#
Buyer ANDREA MASSAR
Phone#
Fax#

Agency () STRATEGIC MEDIA SERVICES
3299 K STREET NW, SUITE 200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/17/2012 - 10/23/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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---REPORT TOTALS---
Report Totals: 21 / \$7,825.00

---SALES MONTHLY TOTALS---

Oct 12. 21 / \$7,825.00
Sales Totals: 21 / \$7,825.00
Station Totals: 21 / \$7,825.00
Lines not sent/rcld/rtm: 0 / \$0.00

---COMPETITIVE---

Market Totals: \$65,208

CABL	0%	UNKN	0%	WKRN	21%	WNAB	0%	WNTX	0%
WMSV	30%	WTVF	37%	WOXP	0%	WZTV	12%		

Books null
Demos RA35+



WZTV/Nashville
631 Mainstream Dr
Nashville, TN 37228

Smart Media Group-Alexandria
814 King St
Ste 400
Alexandria, VA 22314

Contract # 1392061

Schedule Dates 10/17/12-10/23/12
Advertiser Tennessee Senate Republican Caucus (74591)
Agency Smart Media Group-Alexandria (6613)
Product POLITICAL ISSUE (ns) (1187)
Brand TENN SENATE REP (479726)
Salesperson Millennium/Dc, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name MASSAR, ANDREA
Phone/Fax /
CPE N/A
Account Types National/Political Issue Agency BRD
Billing Type Standard
Comments TENN SENATE REP
TENNESSEE SENATE REPUBLICAN CAUCUS
JONATHAN VITTI 202.955.5342

Date Entered 10/11/12
Last Modified 10/11/12
Entered By Kelly Williams
CO-OP No
Headline # ECR09839423
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,173.75
Net Total \$5,651.25
Sales Tax

Nashville (WZTV)		
By Broadcast Month	Spots	Rate
Oct. 2012	21	\$7,825.00
Grand Total:	21	\$7,825.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	10/17/12-10/23/12	2	:30	11A-Family Feud B	1	X	X	X	X	X			2	\$125.00	\$250.00	Nashville (WZTV)		10/11/12
2.0	Normal Line / SPOT (2)	10/17/12-10/23/12	2	:30	11:30A- Jeopardy 2	1	X	X	X	X	X			2	\$125.00	\$250.00	Nashville (WZTV)		10/11/12
3.0	Normal Line / SPOT (3)	10/17/12-10/17/12	2	:30	6P- Two And A Half Men 2				1					1	\$425.00	\$425.00	Nashville (WZTV)		10/11/12
4.0	Normal Line / SPOT (4)	10/17/12-10/17/12	2	:30	6:28P- Two And A Half Men				1					1	\$475.00	\$475.00	Nashville (WZTV)		10/11/12
5.0	Normal Line / News (5)	10/17/12-10/17/12	2	:30	9:01P- News-Fox 17 News at 9pm				2					2	\$400.00	\$800.00	Nashville (WZTV)		10/11/12
6.0	Normal Line / News (6)	10/19/12-10/19/12	2	:30	10:30P- News-Fox 17 News at 9pm Late Run					1				1	\$400.00	\$400.00	Nashville (WZTV)		10/11/12
7.0	Normal Line / News (7)	10/17/12-10/17/12	2	:30	10P- News-Fox 17 News at 10pm				1					1	\$150.00	\$150.00	Nashville (WZTV)		10/11/12
8.0	Normal Line / News (8)	10/23/12-10/23/12	2	:30	10P- News-Fox 17 News at 10pm			1						1	\$150.00	\$150.00	Nashville (WZTV)		10/11/12
9.0	Normal Line / Prime Premium (9)	10/17/12-10/17/12	2	:30	6:58P- FOX X-Factor (Wednesday)				1					1	\$1,500.00	\$1,500.00	Nashville (WZTV)		10/11/12
10.0	Normal Line / News (10)	10/20/12-10/20/12	2	:30	9:30P- News-Fox 17 News Saturday							1		1	\$300.00	\$300.00	Nashville (WZTV)		10/11/12
11.0	Normal Line / SPOT (11)	10/21/12-10/21/12	2	:30	8A- FOX-FOX News Sunday							1		1	\$50.00	\$50.00	Nashville (WZTV)		10/11/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WZTV Nashville
631 Mainstream Dr
Nashville, TN 37228

Smart Media Group-Alexandria
814 King St
Ste 400
Alexandria, VA 22314

Contract # 1392061

Schedule Dates 10/17/12-10/23/12
Advertiser Tennessee Senate Republican Caucus (74591)
Agency Smart Media Group-Alexandria (6613)
Product POLITICAL ISSUE (ns) (1187)
Brand TENN SENATE REP (479726)
Salesperson Millennium/D.C. Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name MASSAR, ANDREA
Phone/Fax /
CPE N/A
Account Types National/Political Issue Agency BRD
Billing Type Standard
Comments TENN SENATE REP
TENNESSEE SENATE REPUBLICAN CAUCUS
JONATHAN VITTI 202.955.5342

Date Entered 10/11/12
Last Modified 10/11/12
Entered By Kelly Williams
CO-OP No
Headline # ECR09839423
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,173.75
Net Total \$6,651.25
Sales Tax

Nashville (WZTV)		
By Broadcast Month	Spots	Rate
Oct 2012	21	\$7,825.00
Grand Total:	21	\$7,825.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	No	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / News (12)	10/23/12-10/23/12	2	:30	9-10P- News-Fox 17 News at 9pm	1							1	1	\$425.00	\$425.00	Nashville (WZTV)		10/11/12
13.0	Normal Line / SPOT (3)	10/18/12-10/19/12	2	:30	5:58P- Two And A Half Men	2			1	1				2	\$425.00	\$850.00	Nashville (WZTV)		10/11/12
14.0	Normal Line / SPOT (3)	10/22/12-10/23/12	2	:30	5:58P- Two And A Half Men	2		1	1					2	\$425.00	\$850.00	Nashville (WZTV)		10/11/12
15.0	Normal Line / SPOT (4)	10/22/12-10/23/12	2	:30	6:28P- Two And A Half Men	2		1	1					2	\$475.00	\$950.00	Nashville (WZTV)		10/11/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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